

**What is claimed is:**

1. An advertisement method on a network, comprising:  
displaying a guide code corresponding to a network address of an  
5 advertisement object;  
allowing a user to transmit said guide code.
2. A method according to claim 1, wherein said network is wireless.
- 10 3. A method according to claim 1, wherein said network is the Internet
4. A method according to claim 1, wherein said network comprises a mobile  
telephone.
- 15 5. A method according to claim 1, wherein said network address is a URL website  
address.
6. A method according to claim 1, wherein said advertisement object comprises  
information that an advertiser wants to advertise.
- 20 7. A method according to claim 1, wherein said advertisement object comprises  
information relating to an advertised good or service.

8. A method according to claim 1, further comprising the following step:  
transmitting to said user said network address corresponding to said guide  
code transmitted by said user.

5 9. A method according to claim 1, further comprising the following step:  
providing a benefit to said user who transmits said guide code.

10 10. A method according to claim 1, further comprising the following step:  
transmitting an identity code identifying said user.

11. A method according to claim 7, further comprising the following step:  
allowing said user to purchase said advertised good or service by inputting  
said guide code.

15 12. A method according to claim 7, further comprising the following step:  
transmitting an identity code identifying said user; and  
allowing said user to purchase said advertised good or service by inputting  
said guide code.

20 13. A method according to claim 4, wherein said advertisement object comprises  
information relating to a specific advertised good or service, further comprising  
the following step:  
allowing said user to purchase said advertised good or service;

charging the cost of said purchase of said advertised item to a calling account of said mobile telephone.

14. An advertisement apparatus on a network, comprising:

- 5            means for displaying a guide code corresponding to a network address of an advertisement object;
- means for allowing a user to transmit said guide code.

15. A computer program stored on a computer-readable medium, comprising the

10            instructions of:

- displaying a guide code corresponding to a network address of an advertisement object;
- allowing a user to transmit said guide code.

15            16. An advertisement guide method using guide codes, comprising the steps of:

- assigning guide codes respectively to each advertiser or each item of the advertiser, each of said guide codes being linked with the Web site of the advertiser or the item;

- upon perceiving a given one of said guide codes, allowing a user to gain
- 20            access to a guide code server through a mobile communication service system using his or her mobile communication terminal and to enter the given guide code in said terminal under the guidance of an automatic response service system;

when said given guide code is entered, searching a guide code database for Web site address information corresponding to the entered guide code and sending the searched Web site address information to a voice mail box belonging to a telephone number of said mobile communication terminal of the user; and

allowing said user to open said voice mail box associated with the telephone number of his or her mobile communication terminal, extracting information stored in said voice mail box and confirming a Web address of an advertising site corresponding to said given guide code on the basis of the extracted information.

17. An advertisement guide method using guide codes according to claim 16, wherein by assigning unique numerals to the guide codes of each advertiser and each item of the advertiser, the guide codes function as a transaction code for the advertiser or its items.

18. An advertisement guide method using guide codes according to claim 16, wherein a service associated with said voice mail box includes a short-message mail box.

19. An advertisement guide method using guide codes according to claim 16, wherein said step allowing access to guide server further comprises the following step:

allowing said user to enter the telephone number of his or her mobile communication terminal when he or she enters said given guide code.

- 5    20. An advertisement guide method using guide codes according to claim 18, wherein said step allowing access to guide server further comprises the following step:

allowing said user to enter the telephone number of his or her mobile communication terminal when he or she enters said given guide code.

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21. An advertisement guide method using guide codes according to claim 16, wherein said step allowing access to guide server further comprises the following step:

allowing said user to enter the telephone number of a mobile communication terminal of third party when he or she enters said given guide code.

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22. An advertisement guide method using guide codes according to claim 18, wherein said step allowing access to guide server further comprises the following step:

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allowing said user to enter the telephone number of a mobile communication terminal of third party when he or she enters said given guide code.

23. An advertisement guide method using guide codes according to claim 16,  
wherein said step allowing access to guide server further comprises the  
following steps:

- 5           determining whether said user enters an automatic membership joining  
identifier when he or she enters said given guide code;  
              sending guide code membership information stored in a guide code  
membership database to said advertising site corresponding to said given guide  
code; and  
10           automatically executing a membership joining procedure on the basis of the  
sent guide code membership information.

24. An advertisement guide method using guide codes according to claim 16,  
further comprising following step:

- 15           allowing said user to check a voice message stored in said voice mail box  
of said mobile communication terminal, confirming the Web address of the  
advertising site corresponding to said given guide code on the basis of the  
checked voice message, gaining access to the corresponding advertising site  
using his or her user personal computer and shift to a membership joining menu  
20           to execute a complimentary service-conditioned membership joining procedure.

25. An advertisement guide method using guide codes according to claim 22,  
wherein said complimentary service includes a predetermined amount of mobile

communication terminal free-call time.

26. An advertisement guide method using guide codes according to claim 22,  
wherein said thank-you service includes offering of a predetermined amount of  
5 money and other valuables.

27. An advertisement guide system using guide codes, comprising:

at least one mobile communication terminal connected to a mobile  
communication service system over a radio communication network;

- 10 an automatic response service system connected to said mobile  
communication service system for sending guide code entry guide information  
to said mobile communication terminal in a mode of entering a specific one of  
the guide codes, inserted in a given advertisement, using said mobile  
communication terminal;

- 15 a guide code database for storing information about Web addresses of  
advertising sites of advertisers;

- a server for extracting information about a Web address of an advertising  
site of an advertiser corresponding to said specific guide code from said guide  
code database when a user enters information containing said specific guide  
20 code using said mobile communication terminal under the guidance of said  
automatic response service system and then generating short-message  
information based on the extracted Web site address information; and

a mail box service system connected to said mobile communication service

system for storing said short-message information from said server in a mail box belonging to a telephone number of said mobile communication terminal and reproducing the stored short-message information for user's confirmation.

- 5 28. An advertisement guide system according to claim 27, wherein said server includes a guide code membership database for providing a one-click membership joining service to said user through a personal information pre-registration procedure.
- 10 29. An advertisement guide system according to claim 27, wherein said mail box service system includes a voice mail box service.
30. An advertisement guide system according to claim 27, wherein said server includes a membership joining complimentary service provision system for
- 15 providing a predetermined amount of mobile communication terminal free-call time to said user on condition that said user registers as a member of the advertising site of the advertiser corresponding to said specific guide code.
31. A radio Internet access method using guide codes, comprising the steps of:
- 20 assigning the guide codes respectively to each advertiser or each item of the advertiser, each of said guide codes being linked with the Web site of the advertiser or the items of the merchandiser so that people can perceive the Web addresses of the advertising sites by corresponding guide codes;



allowing people to gain access to a guide code server through a gateway using his or her mobile communication terminal and enter a specific one of said guide codes in said terminal; and

when said specific guide code is entered, searching a guide code database  
5 for a Web address of an advertising site of an advertiser corresponding to the entered guide code and forwarding said mobile communication terminal to the searched Web site address.

32. A radio Internet access method according to claim 31, wherein each of said  
10 guide codes is appended with a given one of sub codes assigned respectively to items of goods being on sale in an advertising site of a corresponding one of said advertisers and then inserted and marked in a corresponding advertisement together with the given sub code, each of said sub codes being composed of numerals and being directly linked to a site selling an associated goods item,  
15 whereby said peoples gain direct access to a specific selling site by connecting to a radio Internet network using his or her mobile communication terminal and entering one of said sub codes corresponding to the specific selling site in said terminal.

20 33. A reservation, purchase and settlement system using guide codes, comprising the following steps:

charging a user for the purchased service or goods in combination with or separately from the telephone fees of a mobile communication terminal of said

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